



Required Report - public distribution

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GAIN Report #NI1001

Nigeria

Promotion Opportunities

Report

2001

Approved by:

David Rosenbloom, Agricultural Counselor

U.S. Embassy, Lagos

Prepared by:

Uche M. Nzeke, Ag. Marketing Asst.

Report Highlights:

Programmed marketing activities providing market entry opportunities for U.S. exporters wishing to export to Nigeria are detailed in this report. U.S. exporters may participate directly by contacting show organizers or through FAS/Lagos, Nigeria. Post assists exporters in arranging for the exhibition of product samples and sales catalogs.

Includes PSD changes: No
Includes Trade Matrix: No
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"The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizers directly for further information."

SECTION I. TRADE SHOWS

A. Title of Activity/Event: 'Eat & Drink American' Food & Beverage Show at Kaduna International Trade Fair

Dates: February 17 - 26, 2001

Venue: Kaduna International Trade & Investment Center, Kaduna, Nigeria, West Africa

Show Organizer: Kaduna Chamber of Commerce, Mines, Industries and Agriculture, Kaduna State, Nigeria

Show Contact Information: 1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926
e-mail - aglagos@fas.usda.gov

2. Mr Fidel Ndubisi, Managing Director, DataCorp Limited, #138, Bode Thomas Street, Surulere, Lagos, Nigeria Tel/Fax: 234 - 1 - 584-8191 e-mail: data.corp@Usa.net

Brief Narrative: The Kaduna International Trade Fair is an annual event organized by the Kaduna Chamber of Commerce, Industries, Mines & Agriculture in Kaduna, Nigeria. It is the second largest of the three dominant international trade fairs held in Nigeria.

Post is supporting this important sales event. Calm has returned to the Nigerian city of Kaduna following last year's rioting between Christian and Muslim religious groups. The disturbances last year caused the cancellation of the American Food pavilion participation in last year's show. The Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria is collaborating with DataCorp Limited, a Nigerian marketing firm, to organize Nigerian importers/distributors representing U.S. food exporters to exhibit American food products at the American Pavilion. FAS/Lagos will have an information booth during the event.

This event provides new-to-market entry opportunities for U.S. food exporters wishing to do business in Nigeria. U.S. exporters can participate directly or through the Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria by sending product samples or catalogs for exhibition at the event.

B. Title of Activity/Event: 'Eat & Drink American' Food & Beverage Show at Enugu International Trade Fair

Dates: April 20 - 30, 2001

Venue: International Trade Fair Complex, Abakaliki Road, Enugu, Nigeria

Show Organizer: Enugu Chamber of Commerce, Mines, Industries and Agriculture, Enugu State, Nigeria

Show Contact Information: 1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail - aglagos@fas.usda.gov
2. Mr Fidel Ndubisi, Managing Director, DataCorp Limited, #138, Bode Thomas Street, Surulere, Lagos, Nigeria Tel/Fax: 234 - 1 - 584-8191 e-mail: data.corp@Usa.net

Brief Narrative:

USDA/FAS in Lagos, Nigeria plans to organize an 'Eat & Drink American' Food & Beverage showcase in the American Food & Beverage Pavilion at the Enugu International Trade Fair. Nigerian firms, mostly based in Lagos (about 850 miles west of Enugu city), which are representing U.S. food manufacturers/exporters will be recruited to exhibit their U.S. foods in the pavilion. The pavilion will be arranged by USDA/FAS and DataCorp with both media and intra-fair promotions to support the exhibitors. USDA/FAS has also planned to maintain an information booth in the pavilion during the event.

Eastern Nigeria represents about 26 percent the Nigerian market. Enugu is the regional headquarters of the former eastern Nigeria and many of Nigeria's elites and the middle-class consumers dwell in the city. Enugu is also the home state of many of the Nigerian importers of food products who oftentimes patronize the organization through either visiting or exhibiting at the fair.

This food show is expected to expand U.S. contacts with local importers of food products which may translate into increased trade leads and imports of U.S. food products. Apart from improved awareness of the high quality and availability of American food products, Post's participation will assist to re-assure local consumers and retailers of the U.S. origin of many consumer-ready food products sold by local representatives of U.S. exporters in Nigeria. Country of origin identification for processed food products often is inaccurate in Nigeria because of false labeling.

The Enugu show will provide an excellent opportunity for new-to-market U.S. food exporters wishing to do business in Nigeria. U.S. exporters can participate directly or through the Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria by sending product samples or catalogs for exhibition at the event.

SECTION II. RETAIL IN-STORE PROMOTION

Details to be provided in the next quarter of the year.

SECTION III. POST CONTACT & FURTHER INFORMATION

Agricultural Affairs Office
American Embassy
2, Walter Carrington Crescent
Victoria Island, Lagos, Nigeria

Tel / Fax #: 234-1-261.3926
e-mail: aglagos@fas.usda.gov